

REP HEADLINE# 6183753 TRF# 321742  
\$\$\$ MOD# 3: UNAPPROVED REV #1 \$\$\$

REP: TEL# 215-564-1206  
CREDIT ADVISORY: AGENCY  
ORDER WORKSHEET

FAX# 215 564 1103  
CREDIT RISK !!!  
HARRIS REPORT FROM REP  
OCT11/12 15.19  
\*\*CHANGES\*\* \*\*\* WPXI-TV \*\*\*

ADV # 13160 ADV. NAME POLI/K ROTHFUS/R/CON/PA

REP. # OFF. # 18 SALESMAN #

AGY # 03469 AGY. NAME STRATEGIC MEDIA PLACEMENT

BUYER NAME WHITNEY EVERSOLE

7669 STAGERS LOOP

SALES PRSN WA- CHERYL BLAIR

DELAWARE, OH 43015

ORDER # CONTRACT # 6183753

CLASS: NATL. LOCAL REGIONAL

PRDCT KEITH ROTHFUS EST#2409 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT1/12 NOV6/12 WK-6

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT11/12 15.19

REP: TO JEN  
FR LINDSEY FOR CHERYL  
M5 OK  
TTLS \$106,500  
PLEASE CONFIRM, THANKS!

STA:

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE =  
AGENCY PRODUCT CODE =  
AGENCY EST# = 2409

30	S		700A-800A	30		\$475.00	10/3	10/5	1		W-F	1
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PROGRAM : TODAY

66	A		700A-800A	30		\$475.00	10/11	10/12	1		TH-F	1
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PROGRAM : TODAY

ORD COM1: STP

ORD COM2: SPT IS BOOKED- THX JEN

THIS IS A MAKE-GOOD FOR OCTS ON LINE-30 FOR 1 SPOT/WK

REP HEADLINE# 6183753 TRF# 321742  
 \$\$\$ MOD# 3 : UNAPPROVED REV #1 \$\$\$

REP: TEL# 215-564-1206 FAX# 215 564 1103  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP OCT11/12 15.19  
 \*\*\*CHANGES\*\*\* \*\* WPXI-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
STATION MAKEGOOD OFFERS:												
M5	OK'D	BUY#30	MISSED:W-F/700A-800A				OCT5		30S	\$475.00	(OCT10/12)	
			OFFER:TH-F/700A-800A				OCT11		30S	\$475.00	PLS ADVISE.	
			CMT:STP									
			CMT:SPT IS BOOKED- THX JEN									
OCT/12			67600.00			NOV/12				38900.00		
CONTRACT TOTAL										106500.00		
TOTAL SPOTS										124		

MARKET TOTALS \$342,403 WPXI 26% KDKA 34% WTAE 25% WPGH 13% CABL 0% WPCW 2% WPMY 0%

SVC- NSI  
 DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

REP HEADLINE# 6183753 TRF# 321742 REP: TEL# 215-564-1206 FAX# 215 564 1103  
\$\$\$ MOD# 3: APPROVED REV #0 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM STATION OCT10/12 11.15  
\*\*\* WPXI-TV \*\*\*

ADV # 13160 ADV. NAME POLI/K ROTHFUS/R/CON/PA REP. # OFF. # 18 SALESMAN #  
AGY # 03469 AGY. NAME STRATEGIC MEDIA PLACEMENT BUYER NAME WHITNEY EVERSOLE  
7669 STAGERS LOOP SALES PRSN WA- CHERYL BLAIR  
DELAWARE, OH 43015  
ORDER # CONTRACT # 6183753 CLASS: NATL. LOCAL REGIONAL  
PRDCT KEITH ROTHFUS EST#2409 COMMENTS: (LINE, ORDER, INVOICE)  
FLIGHT DATES OCT1/12 NOV6/12 WK-6  
CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT10/12 11.15

STA:  
CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

STATION MAKEGOOD OFFERS:  
M5 UNRESL BUY#30 MISSED: W-F/700A-800A OCT5 30S \$475.00 (OCT10/12)  
OFFER: TH-F/700A-800A OCT11 30S \$475.00 PLS ADVISE.  
CMT: STP  
CMT: SPT IS BOOKED- THX JEN

CONTRACT TOTAL 106500.00  
TOTAL SPOTS 124

# Preemption Report - Detailed

Tuesday, October 9, 2012 9:07:00 am

Contract # P/E Type P/E Status Preempted P/E Date Rate Times Len SPW M T W T F S S Station M Line Comment Contract Start/End Dat Headline #

Sales Person: Telerep/Washington DC, Washington DC

Contract Number: 321742

Advertiser: Pol/K Rothfus/R/Congress (13160)

STP 10/11 10/12

321742.41.0.1 (Manager's) Open 10/4/12 3:40pm 10/5/12 \$475.00 7A - 8:00:00AM :30 2 X X X WPIX TODAY 7-8A/30 10/03/12-11/05/12 06183753

Totals for: Pol/K Rothfus/R/Congress (13160)

Totals for: 321742

\$475.00 Preempt Count: 1  
\$475.00 Preempt Count: 1

2x ordered  
3x ordered  
Ran

MS